SUBJECT INDEX

ADVERTISING 0001-0032

See also 0596, 0736, 0932, 1167

AGENCIES

See 0003, 0540, 0927, 0953, 1169

ALUMNI RELATIONS

See College Alumni Relations

ANNUAL REPORTS 0033-0049

See also 0754; Financial Relations

ASSOCIATIONS

See Public Relations-Associations

BUSINESS COMMUNICATION 0050-0066

See also Business Management, Communication-General

BUSINESS CREDIBILITY AND IMAGE 0067-0092

See also Business Economic Education, Business Ethics, Business Management; 0961, 0965, 0970

BUSINESS ECONOMIC EDUCATION 0093-0097

BUSINESS ETHICS 0098-0135

See also Business Economic Education

BUSINESS MANAGEMENT 0136-0149

BUSINESS RESPONSIBILITY 0150-0176

See also Business Credibility and Image, Business Economic Education, Business Ethics

CASES

See Public Relations-Cases

COLLEGE

See also College-Alumni Relations, College Fund Raising, College Lobbying, College Media Relations, Public Relations-College, Publications-College

SUBJECT INDEX

ADVERTISING 0001-0032

See also 0596, 0736, 0932, 1167

AGENCIES

See 0003, 0540, 0927, 0953, 1169

ALUMNI RELATIONS

See College Alumni Relations

ANNUAL REPORTS 0033-0049

See also 0754; Financial Relations

ASSOCIATIONS

See Public Relations-Associations

BUSINESS COMMUNICATION 0050-0066

See also Business Management, Communication-General

BUSINESS CREDIBILITY AND IMAGE 0067-0092

See also Business Economic Education, Business Ethics, Business Management; 0961, 0965, 0970

BUSINESS ECONOMIC EDUCATION 0093-0097

BUSINESS ETHICS 0098-0135

See also Business Economic Education

BUSINESS MANAGEMENT 0136-0149

BUSINESS RESPONSIBILITY 0150-0176

See also Business Credibility and Image, Business Economic Education, Business Ethics

CASES

See Public Relations-Cases

COLLEGE

See also College-Alumni Relations, College Fund Raising, College Lobbying, College Media Relations, Public Relations-College, Publications-College COLLEGE ALUMNI RELATIONS 0177-0194

See also College Public Relations, College Fund Raising, Public Relations-College

COLLEGE FUND RAISING 0195-0234

See also College Alumni Relations; 1061

COLLEGE LOBBYING 0235-0246

See also Lobbying, Public Relations-Law

COLLEGE MEDIA RELATIONS 0247-0271

See also Media Relations-Print, Radio, TV and Film, Public Relations-College, Publicity

COMMUNICATION-BUSINESS

See Business Communication

COMMUNICATION-EMPLOYEE 0272-0305

See also Public Relations-Employee, Publications-Employee; 0054, 0422, 0466, 0689, 0853, 0935

COMMUNICATION-GENERAL 0306-0322

See also 0944, 0960

COMMUNICATION-ORAL 0323-0336

See also 1018

COMMUNICATION-VISUAL 0337-0363

See also Media Relations-TV and Film, Photography, Publications-Graphics/Technology; 0336, 0823, 0931, 1031, 1032, 1158

COMMUNICATION-WRITING 0364-0401

See also Media Relations-Print, Publicity; 0737, 0929, 1061, 1107, 1113, 1119, 1143, 1148, 1155, 1176

COMMUNITY RELATIONS

See also 0158, 0704, 0705, 0821, 0967

CONSUMERISM

See Public Relations-Consumerism

CORPORATE CONTRIBUTIONS

See Business Responsibility

CORPORATE IDENTITY

See Business Credibility and Image

CREDIBILITY

See Business Credibility and Image

ECONOMIC EDUCATION

See Business Economic Education

IMAGE

See Business Credibility and Image

INTERNATIONAL

See Public Relations-International

LABOR

See 0288, 0294, 0453, 0474, 0534, 0600

LAW

See Public Relations-Law

LOBBYING 0418-1453

See also Public Relations-Government, Public Relations-Law, College-Lobbying; 0466, 0537, 0562, 0829

MANAGEMENT

See Business Management

MEDIA RELATIONS

See also Media Relations-Print, Radio, TV and Film, Publicity, College-Media Relations

MEDIA RELATIONS-PRINT 0454-0479

See also Publicity; 0709, 0942, 0948, 0951, 0954, 1166, 1170, 1173, 1174, 1180, 1183

MEDIA RELATIONS-RADIO 0457-0479

See also Publicity; 1137, 1168

MEDIA RELATIONS-TV AND FILM 0480-0490

See also Publicity, Communication-Visual; 1137, 1158, 1159

MINORITIES

See Public Relations-Minorities

NON-PROFIT

See Public Relations-Non-Profit

PHOTOGRAPHY 0491-0514

See also Communication-Visual, Media Relations-TV and Film; 0043, 1052

PROMOTION-NEWSPAPER 0521-0523

See also 0826

PROPAGANDA 0515-0520

See also Public Relations-Government

PUBLIC AFFAIRS

See Business Responsibility, Public Relations-Environment, Energy

PUBLIC OPINION 0524-0533

See also Business Communication, Credibility and Image, Economic Education and Ethics; 0640, 0945, 1177

PUBLIC RELATIONS-ASSOCIATION 0534-0537

See also Public Relations-Non-Profit; 1140, 1160, 1162

PUBLIC RELATIONS-CASES 0538-0544

See also 0012, 0130, 0664, 0665, 0925, 0932, 1068

PUBLIC RELATIONS-COLLEGE 0545-0605

See also College-Alumni Relations through Media Relations; 0958-1028

PUBLIC RELATIONS-CONSUMERISM 0606-0634

See also Business Credibility and Image, Business Economic Education, Business Ethics, Public Relations-Law; 0433, 0440, 0561

PUBLIC RELATIONS-EDUCATION 0634-0678

See also Public Relations-Profession, Public Relations-History; 0933, 1172

PUBLIC RELATIONS-EMPLOYEE 0679-0691

See also Communication-Employee, Publications-Employee; 0763, 0939, 0946

PUBLIC RELATIONS-ENVIRONMENT, ENERGY 0692-0703

See also Business Responsibility, Public Relations-Government; 0389, 0400, 0936, 1145

PUBLIC RELATIONS-GOVERNMENT

See also Lobbying, Public Relations-Law; 0408, 0474, 0478, 0520, 0537, 0562, 0634, 0690

PUBLIC RELATIONS-HEALTH AND WELFARE 0747-0756

See also Public Relations-Non-Profit; 0048, 0973, 1043

PUBLIC RELATIONS-HISTORY 0757-0765

See also 0011, 0478, 0518, 0526, 0895

PUBLIC RELATIONS-INTERNATIONAL 0766-0782

See also 0135, 0143, 1127

PUBLIC RELATIONS-LAW 0783-0799

See also Public Relations-Government; 0127, 0588, 0614, 0618, 0736, 0872, 0897, 0913

PUBLIC RELATIONS-MEASUREMENT

See Public Relations-Research

PUBLIC RELATIONS-MINORITIES 0800-0816

See also 0158, 0443, 0508, 0578

PUBLIC RELATIONS-NON-PROFIT 0817-0830

See also Public Relations-Association, Public Relations-Health and Welfare; 0035, 0419, 0449, 1130, 1139

PUBLIC RELATIONS-PROFESSION 0831-0909

See also Business Ethics, Public Relations-Education, Public Relations-History; 0940, 0941, 0942, 0943, 0955; 0957, 0960, 0969, 0972

PUBLIC RELATIONS-RESEARCH 0910-0975

See also 0162, 0178, 0471, 0540, 0633, 0662, 0674, 0745, 0836, 1126, 1171

PUBLIC RELATIONS-SCHOOLS 0976-1035

PUBLIC RELATIONS-SPECIAL EVENTS 1036-1043

See also 1020

PUBLICATIONS-COLLEGE 1044-1067

See also Public Relations-College

PUBLICATIONS-DESIGN

See Publications-Graphics/Technology

PUBLICATIONS-EMPLOYEE 1068-1080

See also Communication-Employee, Communication-Visual, Communication-Writing, Photography, Public Relations-Employee, Publications-Design, Graphics/Technology and Management; 0543, 0637 0643

PUBLICATIONS-GRAPHICS/TECHNOLOGY 1081-1103

See also Communication-Visual, Photography; 1053, 1064, 1106, 1108, 1117, 1121, 1128

PUBLICATIONS-MANAGEMENT 1104-1128

PUBLICITY 1129-1152

See also Media Relations-Print, Radio, TV and Film, Communication-Oral, Visual, Writing; 1165, 1166, 1167, 1179-83

REFERENCE 1153-1183

See also 0018, 0339

RESEARCH

See Public Relations-Research

SCHOOLS

See Public Relations-Schools

SPEAKERS BUREAU

See Public Relations-Special Events

TECHNOLOGY

See Publications-Graphics/Technology

WRITING

See Communication-Writing

A

Ackourney, Ann 0831 Acunto, S. H. 1036 Ades, Dawn 0491 Ahlstrom, W. R. 0247, 0833 Alberger, Patricia 0248 Albert, R. H. 1081 Alexander, J. H. 0099 Allen, F. T. 0100 Allen, R. K. 0136 Allerhand, M. E. 0140 Allinger, D. W. 0195 Alpert, Helen 0364 Altheide, D. 0037 Amenta, Allan 0338 Anderson, David 0402 Anderson, J. W. 0834, 0910 Anderson, M. P. 0331 Angione, H. 1153 Argarwala-Rogers, Rekha 0261 Armbruster, R. J. 1044 Armer, B. 0977 Arnold, P. 0196 Aronoff, Helen 0365 Asimov, I. 0150

B

Baar, J. A. 1129 Bachner, J. P. 0835 Bacheller, J. M. 0418 Bailey, R. P. 0545 Baird, R. N. 0635 Baker, M. B. 0455 Baker Jr., M. S. 0836 Baker, R. L. 1068 Balkind, Audrey 1083 Bankston, Dorothy 1155 Barbour, R. L. 1156 Barker, R. 0766 Barley, R. P. 0467 Barnet Jr., S. M. 0001 Barnette, E. L. 0249 Baron, T. 0402 Barone, S. 0250 Barrett, S. L. 0177 Bartkevicius, Jocelyn 0178, 0186, 0197 Barton Jr., D. W. 0198 Baskerville, R. A. 0251 Bateman, D. N. 0272 Bateman, J. C. 0837

Bates, Don 0035, 0419, 0817-9, 1130 Baty, H. M. 0380, 0648 Beal, Sylvia 0546 Beale, Wendy 0995 Beeman, A. L. 0547 Bell, E. C. 0838 Bell, S. H. 0838 Ben Jaminson, P. 0402 Bender, B. 0956 Bennis, W. 0252 Benson, M. 0606 Bent, A. E. 0704 Beran, W. F. 0101 Berg, D. M. 0054 Berman, S. 1131 Bernays, E. L. 0757, 0839 Bigger, F. 0538 Bigsby, C. W. E. 0306 Binndo, J. V. 1045 Binnion, J. E. 0323 Bissett, J. 0179 Black, A. D. 0705 Black, S. 0636, 0767 Blackburn, A. R. 0366 Blair Jr., R. H. 1037 Blake, D. H. 0912 Block, E. M. 0524 Blondis, M. N. 0747 Blount, B. G. 0307 Blount, C. W. 0420 Bob, S. 0548 Bobowski, R. C. 0978-9 Bogart, J. D. 0753 Bogart, L. 0515, 0840 Bohmback, D. 0525 Boling, E. J. 0549 Bonsib Jr., L. W. 0706-7 Bonham, G. 0550 Bonus, T. M. 0273 Booth, G. G. 0551 Boraccio, A. S. 0593 Borgida, C. J. 0913 Bornstein, D. C. 0308 Boslowski, R. C. 0870, 0871 Boulier, S. J. 0841 Boushay, J. M. 0637 Brack Jr., R. 0002 Brady, J. 0367 Brandon, S. P. 0980 Bratlinger, P. 0638 Brayfield, A. H. 0639 Braznell Jr., W. 0801

Author Index

Brembeck, W. L. 0640 Bremer, Roslyn 0324 Brennan, J. 0748 Brenner, S. M. 0102 Bronzau, R. T. 0199 Brown, B. D. 0552 Brown, D. H. 0456, 0708-9 Brown, G. M. 0914 Brown, K. W. 1172 Brown, L. 0339, 1158 Brown, Marilyn 0403 Brown, R. 0340 Bruce, Jean 0475 Brula, A. J. 0274 Brush, D. 0480, 0342-4 Brush, D. P. 0341 Brush, J. 0342-4, 0480 Bruynb, S. 0151 Buchanan, P. J. 0051 Bucki, M. S. 0476 Budd Jr., J. F. 0067 Bultmann, T. 0981 Burack, E. H. 0679 Burch, E. T. 0820 Burge, S. L. 0345 Burgen, C. 0103 Burger, C. 0526, 0842 Burton, K. 0152 Bush, S. 0104 Buteau, J. D. 1159 Butler, R. 0802 Buttino, T. 0982 Butts, R. F. 0983 Buxton, E. 0003 Byler Jr., Robert 0768, 0916 Byrd, J. H. 0029 Byrd, Martha 0554 Byrne, R. 0984 Byrne, Robert 0985

C

Cahill, W. R. 0036 Calame, B. E. 0106 Campbell, J. 0346 Canfield, B. R. 0657 Canfield, C. 0758 Cannon, L. 0457 Caplan, J. A. 0275 Capozzi, L. 0404 Carlson, J. I. 0200 Carousso, G. 0368 Carter, V. L. 0037, 0253, 0555, 1046 Carver, Janet 0986 Casciero, A. J. 0492 Case, R. 0309 Cassel, Coles-Magnus 0917 Castillan Jr., J. P. 0918 Center, A. H. 0844-5, 0919 Charles, R. F. 0556 Charlton, R. G. 0347 Chase, Howard 0053 Chase, W. H. 0846-7 Cheatham, R. T. 0684 Christensen, L. 0201 Chu, G. C. 0516 Chung, K. H. 0920 Ciervo, A. V. 0254, 0557, 0848 Clark, J. M. 0107 Clark, S. 0180 Clement, S. M. 0255 Clements, C. R. 0202, 0203 Cleverly, G. 0769 Cochran, J. E. 0583 Coffen, R. A. 0310 Cohen, S. E. 0607 Cohn, A. W. 0821 Cole, Barry 0477 Coleman Jr., R. 0849 Colgate Jr., C. 1160 Collins, A. C. 0369 Collins, N. J. 0369 Comen, Priscilla 0493 Connellan, W. W. 0558 Connor, M. J. 0004 Cook, F. J. 0423 Cook, R. 0309 Cooke, R. W. 0494 Copperud, R. H. 0370 Cormier, J. G. 1104 Corspecken, P. 0348 Cosenza, R. 0625 Costa, J. 0850 Costanza, J. F. 0987 Cowley, S. C. 0851 Cox, W. 0921 Crandall, E. J. 0803 Cronk, D. L. 1084 Crosby, Marilyn 0559 Cumings, J. B. 0181 Cunnea III, W. A. 1069 Cutlip, S. M. 0771, 0759 Czerniejewski, H. 0156

г

D'Aprix, R. M. 0157 Daly, J. J. 0424, 0712-3 Danborn, D. 0311 Danilov, V. J. 1038 Dardenne, P. 0038 Darrow, Ralph 1070 Daum, W. 0256 Davis, Don 0988 Davis, H. 0548 Davis, L. S. 1133 Davis, Morris 0770 Day Jr., C. R. 0110 Day, R. R. 1105 DeCosmo, Richard 0989 LeLoache, W. F. 0822 Decker, F. C. 1106 Dedera, Don 1107 Dendy, L. B. 0371 Del Calzo, N. J. 1107 Detwiler, R. M. 0458-9 Deutsch, A. R. 0804 Devol, K. S. 0785 Dewey, M. E. 0182 Dickson, F. A. 0372 Dieckmann, E. 0204 Dilenschneider, R. L. 0852 Dinsmore, W. H. 0325 Dirr, Peter 0982 Disalvo, Vincent 0853 Donnelly, J. D. 0714 Dorfman, R. 0158 Dorn, Raymond 0495 Doser, Beatrice 0235 Doty, Andy 0560 Douglas, J. R. 0276 Downey, G. W. 0990 Downs, C. W. 0054, 0922 Doyle, Michael 0326 Drake, S. C. 0257 Drucker, P. F. 0159 Drummond, A. H. 0159 Dundas, Hugh 0007

E

Eccles, H. M. 0183 Ecklund, C. G. 0160 Edwards, Paul 0923 Eirenberg, A. B. 0093 Ekvall, G. 0681 El-Khawas, Elaine 0561 Enarson, H. L. 0562 Endres, F. F. 0760 Enger, J. K. 0278 Erb, L. L. 0373-5 Erickson, K. V. 0924 Ernst, S. B. 1108 Ernst, S. W. 1085 Estey, M. S. 0534 Evans, G. A. 0205 Ewen, Stuart 0008

F

Faber, E. 0112 Falbaum, Berl 0855 Farace, R. V. 0279, 0642 Farinelli, J. L. 0280 Fiehery, John 1071 Felker, E. H. 0823° Fenton, Mary 0856 Ferguson, Rowena 0643 Fialka, J. J. 0715-6 Field, J. T. 0992 Finegan, R. W. 0481 Fink, N. S. 0206 Finkel, C. 0327 Finn, David 0857 Fischer, R. A. 0925 Fisher, J. 0055 Fisher, R. A. 0539 Fishborne, F. J. 0926 Fisk, Margaret 1162 Flannery, J. 0993 Fleming, Tommye 0564 Folger, J. K. 0236 Ford, Tom 0461 Fordyce, J. W. 0565 Forni, Nancy 1041 Foster, Mark 0349 Fountain, J. C. 0566 Fowler, J. E. 0039 Fraenkel, J. R. 0426 Franco, A. M. 0540, 0927 Franco, T. S. 0376 Frankowiak, J. R. 1134 Franzen, R. S. 0928 Fraser, Edie 0427, 0609-20, 0718 Fraser, T. H. 0350 Frederickson, C. 0406 Freeman, D. S. 0377 Freeman, F. 0237 Frenzel, M. A. 0929

Frey, J. H. 0930 Friedlander, E. J. 0761 Friedman, R. 0009 Froeschle, H. O. 0567 Franco, T. S. 0335 Fulton, J. T. 0207

G

Gabrosek, E. F. 0281 Gardner, C. H. 0496 Garfinkel, Alan 0568 Gaynes, M. J. 0714 Gechman, A. S. 0691 Gelb, G. M. 0282 Getschew, George 0283 Gibson, G. H. 0478 Gibson, J. L. 1164 Giduz, Roland 1048 Gilbert, R. W. 0258 Gildea, J. A. 0284 Gildea, R. L. 0069 Gillis, John 0407 Gilroy, P. A. 0749 Glenn, G. A. 1109-10 Gluck, Felix 1135 Godfrey, R. T. 1049 Goff, H. H. 0040, 1039 Gold, Vic 0719 Goldhaber, G. M. 0285 Goldstein, S. L. 0010 Compertz, Rolf 1165 Good, J. E. 0448 Goodman, C. J. 0859 Gootnick, D. E. 0931 Gore, G. J. 0113 Grass, Ric 0932 Graves Jr., J. J. 0041 Griese, N. L. 0011, 0720, 0762-3, 0860 Griffith, W.S. 0428 Grimes, A. J. 0429 Gros, R. J. 0644-5 Gross, R. C. 0161 Grunig, J. E. 0805-0861, 0933-6

Н

Hagel, K. W. 1050 Hall, Barbara 0479 Hall, Claude 0479 Hall, J. 0208 Hallet, T. A. 0259 Hamlin, H. S. 0378 Hamley, W. M. 0937 Hammond, George 0527 Hampton, Willism 0995 Hancock, Elise 1051 Hanlon, Al 1040 Hanrahan, Peggy 0987 Hargreaves, J. 0137 Harlow, R. F. 0862-4 Harmes, J. E. 0832 Harnett, J. 0996 Harper, Nancy 0184, 0185, 0186, 0209, 0569-70, 0806, 0865 Harrington, M. 0070 Harris, G. L. 0721 Harris, J. E. 0938 Harris, K. C. 0187 Harris, Morgan 1136 Harrison, E. B. 0692-6 Hart, Sara 0646 Hatch, R. 0056 Hatfield, Gina 0866 Hattal, A. M. 0430, 0722-31, 1137 Hay, R. D. 0910 Hazen, M. D. 0861 Head, J. H. 0071 Heinz-Dietrick, Fischer 0771 Heise, D. R. 0867 Heiskell, A. 0312 Heller, Kenneth 0750 Helmken, C. M. 1052 Henegar, Martha 0621 Heneker, P. J. 0313 Hensen, N. 0379 Hentoff, Nat 0997 Hermann, Carl 1053 Hermann, C. T. 1111 Hershberger, K. E. 0571 Hess, N. L. 0211 Hesse, R. R. 0572 Hickson, R. H. 0933 Hildebrandt, H. W. 0647 Hill, I. 0115 Hill, J. W. 0071, 0868 Hill, W. F. 0328 Hilliard, Celis 1072 Himstreet, W. C. 0380, 0648 Holsenbeck, D. 0286 Horne, W. R. 0541 Houston, O. K. 0012 Howell, W. S. 0567 Hudson, H. P. 1166

Hudson, Kenneth 0073 Hudson, R. V. 0498 Huerta, T. A. 0260 Huffman, J. L. 0649 Hughes, H. W. 0462 Hull, D. K. 0212 Hunt, A. R. 0432 Hunter, R. D. 0239 Hurley, F. P. 0573 Hyde, R. M. 0188

I

Ihlanfeldt, W. H. 0574 Irwin, D. W. 0499 Irwin, J. S. 0650 Ivancevich, J. J. 0939 Ivens, S. H. 0575

J

Jackson, B. E. 0747 James, R. D. 0287 Janis, I. L. 0869 Jarrett, J. E. 1130 Jeffers, D. W. 0940 Jenrette Jr., J. W. 0434 Johnson, D. L. 0. 76 Johnson III, Harvey 0787-8 Johnson, J. G. 0189 Johnson, M. L. 0076, 0683 Johnson, Russ 1054 Johnson, T. B. 0651 Johnson, Vic 1086 Jones, B. L. 0622 Jones, Colin 0500 Jones, G. 1087 Jones, J. W. 0999 Jones, W. H. 0535 Iones, W. L. 1000 Jov. J. C. 1055 Jurgen, R. J. 0116

K

Kadon, Ann 0652 Kadon, John 0652 Karen, R. M. 0408 Karp, Patti 1136 Kampe, J. M. 1113 Kane, Henry 1088 Katzel, Jeanine 1114, 1126 Kelley, W. G. 0941 Kelly, R. O. 1001 Kindred, L. W. 0653, 1002 Kinninson, W. A. 0577 Kirby, Tom 0654 Kirch, P. C. 0213-4 Kittrell, E. 0381 Klapper, Byron 0409 Klein, J. D. 0117 Klein, W. J. 0351 Klepper, Anne 0162, 0938 Kloosterman, Gayle 0578 Knodell, J. E. 0942 Kobak, J. B. 1115 Koester, E. L. 0655 Kolson, J. 0240 Kopec, J. A. 0870 Kort, Carol 0579 Koslow, S. P. 0435 Krasner, P. G. 0807 Kristol, I. 0014, 0163 Kraw, M. 1041 Kuby, T. 0314 Kurlinski, Wayne 0871

L

LaBaugh, T.D. 1003 Lampton, W. E. 0215, 0315 Langer, Gayle 0190 Langley, Edward 0094 Lark, F. I. 1004 Larwood, Laurie 0808 Latshaw, W. A. 0015 Latta, R. 1005 LeBlanc Jr., Paul 0410 Lee, Carol 0040 Lee, H. C. 0043, 1006 Leffingwell, R. J. 0873-6 Leiding, Oscar 1139 Lenz, C. H. 0482 Lenz, Elinor 1007 Leonard, J. 0464 Lerbinger, Otto 0943 Lesher, Stephen 1116 Lesikor, R. V. 0623 Leslie, H. G. 0779 Leslie, J. W. 0877 Lesly, Philip 0528, 0878 Lewis, D. L. 0764 Lewis, F. 1008 Lewis, H. G. 0656, 0879 Lewis, J. 0316

Lewis, M. C. 0077 Levy, R. N. 0536, 1140 Libow, J. A. 0850 Lindenmann, W. K. 0944-5 Linowes, D. F. 0118 Lipsen, C. B. 0436 Littlejohn, Edward 0624 Lloyd, Frank 1121 Locker, K. 0382 Lockwood, M. A. 0580 Logan, J. A. 0580 Lookadoo, Bill 0850 Looney, M. L. 0016 Londgren, R. E. 1073 Louis, A. M. 0288 Louviere, V. 0017 Lovdal, M. L. 0165 Lowry, P. W. 0352 Ludlow Jr., N. H. 1009 Lupton, Gail 0947 Lustig, Theodore 0880

M

Maas, G. M. 1010 MacDougall, M. D. 0732 MacDowell, M. A. 0095 Machalaba, Daniel 0733 Mack, Rob 0289 Mailey, T. W. 1117 Mainero, F. A. 0948, 1141 Makovsky, K. D. 0751 Mambert, W. A. 0329 Mann, Jim 1118 Mann, Leon 0869 Manor, M. 0383 Marince, R. 1011 Margulies, W. P. 0139 Marker, R. K. 0949 Markin, Alfred 0353, 0483 Marlow, Eugene 0291 Mark, Jack 0290 Marsh, C. J. 1012 Marshall, Stanley 0411 Marthes, M. S. 0753 Martin, Richard 0882 Marusi, A. R. 0809 Mason, B. F. 0216 Matthews, Downs 1119 Mavis, A. N. 0883 Maybell, R. L. 0044 McBain, Brian 0950

McBrayer, J. 1013 McCain, T. A. 1014 McClanahan, K. P. 0217 McClelland, D. C. 0138 McCombs, Maxwell 0951 McCurdy, M. J. 0354-8, 0484 McElreath, M. P. 0317, 0952 McEvoy, D. W. 0734 McKillop, F. 0439 McIntosh, Donal 0057 McLaughlin, M. L. 0684 McNamara, W. A. 0241, 0440 Mears, Peter 0625 Mebane, J. 0384 Mechling, T. B. 0548 Meierhenry, W. C. 1015 Merkel, Gus 0697 Merrill, J. C. 0771 Merry, Uri 0140 Metcalf, S. F. 0501 Middaugh, S. 0358 Miersch, C. W. 0218 Miller, A. E. 0119 Miller, D. E. 0219 Miller, G. R. 0318 Miller, J. 0549 Miller, M. 0045 Miller, M. S. 0119 Millsaps, B. 0242 Miltner, D. A. 1056 Moerk, E. L. 0319 Molander, E. A. 0102 Monahan, John 0750 Monteivo, T. 1016 Montgomery, J. 0120 Moore, G. M. 0191 Moore, G. R. 0581 Moore, H. F. 0657 Moore, J. W. 0582 Moore, Kenneth 0502 Moore, F. T. 0610 Morgan, F. T. 0685 Morganthaler, E. 0121 Morrill, Edward 0953 Morris, P. 0220 Morrison, J. K. 0954 Morrissey, J. A. 0441 Mosier, R. H. 0583 Moskal, B. S. 0686 Much, M. 0079 Murphy, H. 0058 Murphy, Philip 0485

Murphy, T. A. 0080 Murphy, W. J. 0221 Murray, L. 1059 Murray, M. 0222 Murray, M. A. 0243

N

Nayman, Oguz 0955 Nazum, M. F. 1017 Megandhi, A. R. 0679 Nelson, D. T. 0223 Neubert, Robert 1120 Newburg, Don 0224 Newcomb, Robert 0292 Mewman, B. D. 0225 Newman, B. H. 0141 Newman, E. 0320 Newsom, Doug 0628, 0658 Nichols, A. B. 0261 Nicholson, T. 0687 Nimmo, Dan 0735 Northart, L. J. 0019, 0047, 0082, 0166, 0293, 0773-4, 0789, 0084-5, 1089, 1143 Novack, Janet 0752 Nowling, J. R. 0542, 0775, 0886

0

Oaks, L. R. 0887 O'Brien, Richard 1144 O'Connell, Ray 0294 O'Conner, T. A. 0066 O'Connor, T. S. 0956 O'Dwyer, Jack 1169 Oettinger, Mal 0477 Oliverio, M. E. 0141 O'Malley, Michael 1074 O'Neill, H. W. 0957 Ostman, R. E. 0848 Owen, M. D. 0359 Owings, T. G. 0958

p

Pacacha, C. T. 0330, 1018 Paluzek, J. L. 0142, 0698-702, 0959 Paolucci, Bert 1121 Pappas, C. N. 0584 Pappas, Vasil 0409 Parent, R. R. 0503 Parile, Milton 1170 Parker, J. J. 0529 Partin, Terry 0736 Paschel, C. S. 0262 Peck, C. 0058 Pedersen, Wesley 0386, 0737-8 Pegani, F. 0045 Pendel, M. H. 0585 Penn, S. 0122 Penrose, J. M. 0960 Perham, I. 0123 Perkins, J. W. 0586 Persing, Bobbye 0659 Peter, John 1091-3, 1123-4 Peterson, L. T. 1013 Peterson, Linda 1075 Petrosemolo, A. E. 1059 Petts, J. D. S. 0776 Pharis, W. L. 1019 Phelan, Don 0487 Phelps, T. W. 0124 Phillips, B. D. 0060 Pickens, J. E. 0811 Pierson, John 0442 Plank, B. A. 0890 Poindexter, J. 0465 Pond, Edward 0985 Popovich, M. N. 1171 Porter, G. H. 0413 Posher, Marcia 0903 Posner, M. M. 0587, 0826 Posner, Mary 0263 Poston, C. E. 0895 Potter, David 0331 Potter, G. E. 0588 Potts, J. D. S. 1145 Powell, E. 0984 Powell, Larry 0295 Pratt, H. J. 0443 Prentiss, W. L. 1145 Price, J. L. 0296 Prout, C. H. 0891 Purcell, T. V. 0128

Parker, Lucy 1058

0

Quigley Jr., F. K. 0264, 0466 Quigley, K. H. 0264 Quinlan, J. C. 1147

R

Rabin, K. H. 0244, 0265, 0589, 0650 Radimer, Carl 0387 Raley, Nancy 1094 Ramsey, Ben 0085, 0827 Rand, Kathy 0488 Ranney, Mike 0893 Rathbun, Frank 0388 Raymer, G. E. 0266 Raymond, Donald 1042 Reading, Reva 0504 Reap, M. C. 1172 Reba, M. 0029 Reeser, J. F. 1173 Reichly, R. A. 0226 Reinhart, R. C. 0489 Relyea, H. C. 0790 Render, B. 0066 Revzin, Philip 0629 Rhodes, Anthony 0517 Rhodes, R. M. 1060 Ricci, F. A. 0297 Rice, R. D. 0023 Richards, D. R. 0467 Richardson, E. 0167 Richardson, R. L. 0689 Richey, H. S. 0143 Riddle, P. T. 0505 Riemann, Viktor 0518 Ris. T. F. 0962 Riss, Victor 1012 Rizzo, T. J. 1148 Roalman, A. R. 1061 Robbins, H. Z. 0414 Roberts, D. J. 0245 Roberts, L. C. 0812 Robeson, F. H. 1061 Robinson, G. J. 0519 Robinson, T. E. 1021 Rockey, Jay 0894 Rodes, T. E. 0778, 0985 Rogers, E. M. 0298 Rohlman, E. G. 0543 Roop, J. J. 0404 Roper, B. W. 0068, 1086 Roper, R. W. 0085, 0086 Rosapepe, J. S. 0740 Rosen, G. R. 0444 Rosenblatt, S. B. 0062 Ross, I. 0024 Ross, R. D. 0896 Rossmann, A. L. 0227 Rossum, R. A. 0704 Rowland, A. W. 0590

Rowland, H. R. 0591 Ruben, Bernard 0468 Ruby, M. 0087 Russel, Diane 1022

5

Saari, Jon 1062 Sachs, W. S. 0025 Sachsman, D. B. 0703 Safilios-Rothchild, Constantina 0530 Saffady, William 0506 Salathe, K. M. 0592 Sammons, Marg 0292 Sampson, E. E. 0753 Sanches, Mary 0270 Sandy, Mike 0507 Sanoff, A. P. 0445 Sarnoff, R. 0360 Savage, R. L. 0735 Schector, A. H. 0027, 0063 Scheetz, T. 0130 Schellhardt, T. D. 0131, 0446 Schendorf, H. A. 0361 Schmelzel, Carol 0661, 1023 Schmertz, H. 0028 Schmid, W. T. 1024 Schmidt Jr., B. C. 0792 Schneyer, T. J. 0447 Schoenfeld, E. P. 0029 Schoon, C. G. 0963 Schramm, Martin 0741 Schramm, Wilbur 0662 Schreiber, Norman 1125 Schwartz, J. J. 0228 Schwartz, T. J. 0897 Scott, Alan 0658 Scott, Ward 0631 Scotten, Barry 0697 Seaman, R. F. 0229 Seifert, Walt 0531, 0663 Segall, L 0230 Seldes, George 0469 Seligman, J. 0064 Semons, H. W. 0532 Service, K. P. 0267 Sethi, S. P. 0030, 0144, 0168 Seymour, Bill 0508 Shapiro, A. O. 0793 Shapiro, I. S. 0169 Shapley, Deborah 0544

Sheffield, Wes 0593 Shellhardt, T. D. 0104 Shirden, V. W. 1095 Shirey, D. T. 0096 Shoemaker, Donna 0594 Sigband, N. B. 0145 Silk, Leonard 0088, 0132 Silverman, B. R. S. 1025 Simon, Debbie 1149 Simon, M. J. 0133, 0795-6 Simon, Raymond 0665 Simpkins, J. D. 0666 Singleton, J. R. 0362 Sites, J. N. 0742 Skelly, F. R. 0533 Slater, Jack 0898 Smith, B. E. 0194 Smith, C. E. 0964 Smith, C. G. 0520 Smith, Dean 0595 Smith, E. K. 1063 Smith, G. M. 1174 Smith, G. T. 0232 Smith, H. J. 1174 Smith, K. O. 0899 Smith, L. 0470, 0965 Smith, S. D. 0490 Smith, W. J. 0321 Snyder, B. 0192 Snyder, Leonard 0900 Sommer, Jr., A. A. 0415 Sontag, Susan 1098 Sorensen, P. D. 0779 Spangler, D. 0268 Spector, L. F. 1126 Speight, Jerry 0509 Spencer, W. A. 0391 Spencer, William 0901 Spikol, A. 0392 Spitzer, C. E. 0170, 0743-4 Spitzer, R. C. 0097 Sprinks, L. A. 1176 Stamm, K. R. 0966 Stanley, R. E. 0668 Stanley, R. H. 0471 Star, J. 0193 Stear, C. 0596 Steeb, R. V. 0448 Stein, M. I. 0394 Steinberg, C. S. 0300, 0471 Steiner, F. 0669

Stephens, E. W. 0597 Stern, H. H. 0903 Stevens, Greg 0523 Stevenson, Tom 1076 Stewart, D. 0301 Stogdill, R. M. 1177 Stone, G. C. 0670 Stough, C. S. 1000 Stayanoff, E. M. 1026 Straus, David 1105 Strauss, D. 0326 Stremel, Jerry 0048, 0754 Strenski, J. B. 0332, 0472, 0780, 0813, 0904 Stuart, R. 0171 Stuller, J. S. 1077 Stutz, S. D. 0395 Sullivan, F. C. 0089 Sulzberger, A. O. 0473 Switzler, A. W. 0396

Taft, R. W. 0416 Tarver, J. L. 0333 Taylor, H. B. 0397 Taylor, R. K. 0269 Tedlow, R. S. 0765 Terzian, G. R. 0334 Tichenor, P. J. 0967 Tichy, Charles 0598 Tinsley, J. B. 1151 Tirone, J. G. 0968 Tirrell, J. E. 1028 Toran, W. B. 0031, 0671 Toros, V. 0146, 0912 Traverse-Healey, Tim 0906 Trent, J. D. 0672 Trent, J. S. 0672 Tucker, K. D. 0755 Turano, M. V. 0807 Turnstall, Jeremy 0781 Tutelian, Louise 0474

U

Unrau, E. L. 0270

V

Vachon, B. 0398 Van Gunderen, K. 0233 Van Riper, Robert 0417, 0969 Vance, C. C. 0907 Verderber, K. S. 0335 Verderber, R. F. 0335 Vereen, R. C. 1100 Verespej, M. A. 0076 Vernetti, M. R. 1064 Vest. D. F. 0234 Viano, Emilio 0736 Vickery, Diana 1065 Vickery, Jr., J. F. 0600-01 Victor, Riss 1127 Vignolo, G. 0379 Viola, R. M. 0090 Vogel, David 0088 Vogel, R. A. 0066, 0673 Voldstad, N. 1029 Volkman, M. F. 1066 Voss, G. L. 0303

W

Walker, Albert 0674-5, 1078 Walker, H. E. 1095 Walker, H. W. 0134 Walker, J. E. 0602 Walker, Morton 0756 Walker, W. H. 0539, 0925 Wall Jr., V. C. 1014 Wallace, I. 0246 Walton, T. F. 0147 Walsh, B. W. 0926 Walsh, J. 0449, 0829 Wardhough, R. 0322 Wardle, F. 1031 Warner, H. W. 0173 Wasserman, Paul 1178 Wasylik, J. E. 0971 Weaver, Gerald 0091, 1101 Webster, K. E. 1033 Weeks, F. W. 0399 Weeks Jr., Ross 0271 Weibel, Kathryn 0814 Weil, Henry 1067 Weiner, Richard 1179-82 Weiss, E. B. 0148 Wekall, Gene 0632

Wells, Walter 0676 Wendorf, R. A. 0677 Werka, Pierre 0815 Westmoreland, Reg 0678 White, J. V. 0510, 1102-3 White, Jan 1128 Whittier Jr., H. S. 0603 Wiener, Yoash 0691 Wilck, C. T. 0909 Wiley, Dave 0304 Wiley, D. O. 1080 Wilkens, H. T. 1151 Wilkie, Curtis 0746 Willhide, G. L. 0604 Williams, Zeanette 1043 Wilson, D. M. 0194 Wilson, J. H. 1034 Wilson, Jacqueline 1002 Wilson, L. 0400 Wilson, Mary 0358 Wilson, Patrick 0830 Wofford, J. C. 0149 Wolf, Alvin 0450 Wolf, M. 0401 Wolff, C. W. 0451 Wolff, Herbert 0363 Wolters, Richard 0512-4 Wood, L. A. 0973 Wood, M. W. 0808 Woodress, R. A. 0605 Wright, D. K. 0175, 0782, 0974 Wright, J. S. 0032 Wycoff, E.B. 0336

Y

Yakovich, L. 0634, 0975 Yoder, S. L. 0452

Z

Zack, A. J. 0453 Zaltman, G. 0176 Zuckman, H. 0799 Zugman, 0305

